

AOT In Action - Issue 270 - June 29, 2009



LONs at Hermosa, Paradise Valley

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## Message from Director Sherry Henry

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Good morning,

We have a great opportunity before the official opening of the 2009 [Governor's Conference on Tourism](#) to get together and find out what's going on in each one of our communities.

If you're looking for updated information about tourism activities happening throughout the state, or want to update others about what's happening in your community, the various Roundtable meetings are a wonderful way to network with colleagues from other tourism destinations and share what industry activity is happening all around Arizona.

Furthermore, these meetings are a way for each of us to discuss the challenges we are facing as an industry - from public relations and trade to community development and research - these meetings are a tremendous opportunity to talk about the issues we are currently facing and to figure out how we can keep our industry moving forward.

These meetings occur **Wednesday, July 8**, the day before the official opening of the [Governor's Conference on Tourism](#).

We have more information about each of the Roundtable meetings within the newsletter below.

Have a great week!

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AOT News

**New Updates to AOT's Research Web site!**

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov).

- [State Park Visitation May 2009](#)
- [Lodging Performance May 2009 \(By County\)](#)
- [Lodging Performance May 2009](#)

For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at [bbillings@azot.gov](mailto:bbillings@azot.gov).

**Save the Date: 2009 Arizona Governor's Conference on Tourism July 8-10**

Be sure to register for the 2009 Arizona Governor's Conference on Tourism, July 8-10! The event will be held at The Westin Kierland Resort and Spa in Phoenix. The program is a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals.

For more information and to register for the event, please visit [www.aztourismconference.com](http://www.aztourismconference.com).

**Don't Forget to Keep Posting Your Summer Travel Deals!**

AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, launched our new summer campaign May 12. The campaign will showcase the amazing summer travel deals found throughout Arizona. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the Travel Deals section of [www.azot.gov](http://www.azot.gov). There is no charge to list a package on the Travel Deals section.

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Marjorie Magnusson at 602-364-3695 or via e-mail at [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov).

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**AOT's Roundtable Meetings**

Please feel free to join us at AOT's Roundtable meetings where you'll get the latest in community news along with open dialogues about what issues are facing Arizona's tourism industry.

Roundtable meetings will occur from 10:00 a.m. to 5:00 p.m. on **Wednesday, July 8.**

10:00 a.m. - 12:00 p.m.

**Trade & Public Relations:** The Trade and Public Relations Roundtable is an opportunity to get updated information from each community about the latest in tourism products and activities. This joint meeting will occur in the Cushing room.

1:00 p.m. - 3:00 p.m.

**Community & Native American Product Development:** This first-time Roundtable will focus on what's working (or not) when it comes to AOT grants, workshops, community assessments, and local visitor information centers. This will be an open discussion on the issues and challenges within community and Native American product development. The joint meeting will occur in the Powell room.

1:30 p.m. - 4:00 p.m.

**Public Relations:** The Public Relations Roundtable will continue with community updates, as well as updates from AOT's Public Relations Division. This meeting will occur in the Lowell room.

**Trade:** The Trade Roundtable will focus on upcoming events, tradeshow and partnership opportunities. This meeting will occur in the Cushing room.

3:00 p.m. - 5:00 p.m.

**Research:** The Research Roundtable meets twice a year to discuss new and ongoing projects, trends affecting the industry, and any research challenges or successes the participants may wish to discuss. This meeting will occur in the Pathfinders room.

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### Upcoming Events

#### Arizona Governor's Conference on Tourism

Date: July 8 - 10

Location: The Westin Kierland Resort and Spa, Phoenix

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### Industry News

#### **Consumer Confidence Expected to be Up**

Consumer spending in the U.S. probably rose in May -for the first time in three months, and home sales increased as Americans became more confident the recession will end this year, economists said before reports this week. >> [Read Full Article](#)

#### **In a Rugged Economy Americans Heading to National Parks for Vacation**

More Americans are heading to national parks this year for a vacation in the great outdoors. And there is still room for a few more tents out there. >> [Read Full Article](#)

#### **Bondurant drops flag on racing program**

The Bob Bondurant School of High Performance Driving will kick off its Bondurant Championship Race Series in September – a first in the Chandler school's 41-year history. >> [Read Full Article](#)

#### **International Visitor Spending in U.S. Down Sharply in April**

The Commerce Department says international visitors spent an estimated \$9.5 billion on travel to, and tourism-related activities within, the U.S., during the month of April-17% less than visitors had spent during April of last year. >> [Read Full Article](#)

#### **Consumer Frugality Helping Fight Inflation**

The people who worry about inflation-and there are many-may not have fully grasped the multi-trillion-dollar ramifications of American households' extended deleveraging, says Business Week. >> [Read Full Article](#)

#### **Weak Economy Will Zap Holiday Travel, AAA says**

Fewer people will be traveling this July Fourth holiday, according to AAA, even though gasoline is far cheaper this year and pump prices have begun to fall even more. >> [Read Full Article](#)

#### **After Months of Sales, Airfares Take Off**

For those planning a summer vacation, the time to buy is now, says The Wall Street Journal.

After months of ticket-price declines and almost continuous fare sales, the cost of flying is starting to go up. >> [Read Full Article](#)

**Summer Theme: Come on in, the Travel's Cheap**

Last summer, travel marketers scrambled to cope with consumer anxiety over fast-rising gasoline prices and airfares. >> [Read Full Article](#)

**Air Traffic Declined Again in May**

The International Air Transport Association said Thursday that global passenger demand for air travel fell in May. >> [Read Full Article](#)

**Senate Delays Vote on Tourism Promotion Act**

The U.S. Travel Association expressed disappointment with the Senate cloture vote to limit debate this week on the Travel Promotion Act. >> [Read Full Article](#)

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**Calendar of Events**

Visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com) to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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Past issues of the newsletter are available online at [www.azot.gov](http://www.azot.gov).